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Trends Map 2023

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PERMANENT DIGITAL AND PRINT CONTENT	PERIOD	MEGATREND	CONTENT TOPIC	ANGLE	ACTIONS		
					PRINT	DIGITAL	EVENTS
<p>Relevant facts for the baking, snacks, meat, beverages, chocolate and confectionery, alcoholic beverages and animal-food industries</p> <hr/> <p>Formulation</p> <hr/> <p>Industrial nutrition</p> <hr/> <p>Food safety and quality</p> <hr/> <p>Standards and regulation</p> <hr/> <p>Consumer trends</p>	Q1	The challenge of responsible sourcing	The net zero goal	Opportunities and models of how F&B companies are making the transition to net zero emissions.	<p>99th issue</p> <p>Closing Dates: February 22, 2023 Distribution Print: May 8, 2023</p>	<p>3 digital newsletters (Distributed one per month)</p> <p>Editorial webinar (March)</p>	<p>• Future Food Tech San Francisco, EE. UU. March 18-19, 2023</p> <p>• IFE - international food & drink event 2023 London, UK March 20-22, 2023</p>
			Strategies for more efficient waste management	Quick guide for proper and efficient waste management for the food industry.			
			Adoption of technologies to increase sustainability, reliability and safety	Evaluation of the ideal technologies to contribute to sustainability and efficiency objectives in companies of the food sector.			
			How should cultured meat be labeled?	The rapid development of invitro technology for protein evolution is generating a debate about its labeling. We will present a detailed report on the different perspectives on this issue.			
			What stands in the way of a circular food-packaging economy?	Main obstacles being encountered by packaging producers and CPGs for the implementation of an efficient circular economy policy.			
			Tracking sustainable innovation in food and beverage packaging	Most outstanding innovations in the last year on the evolution of packaging towards renewability, recyclability and carbon neutrality for a more sustainable future.			
Upcycling	Turning food waste into the next meal.						
			Questionable ingredients	Main concerns and alternatives to palm and soybean oil use and production			
Q2	Functional foods and personalized nutrition	Functional ingredients and their new applications	Functional ingredients and their new applications	Applications being implemented by companies, for new consumer demands, with functional ingredients for the nutritional improvement of traditional products and their health-promoting properties.	<p>Special Luxury 100th Issue</p> <p>Closing Dates: May 9, 2023 Distribution Print: July 24, 2023</p>	<p>3 digital newsletters (Distributed one per month)</p>	<p>• PetFood Forum Kansas City, USA. April 30-May 2, 2023</p> <p>• Food Safety Summit Rosemont, USA. May 8-11, 2023</p> <p>• Interpack 2023 Düsseldorf, Germany May 4-10, 2023</p>
			Child Nutrition	Manufacturers and consumer groups agree that more needs to be done to prepare healthier meals for young people. We will discuss key developments and trends in product development for this segment.			
			Pet food: the road to humanization	More and more companies are entering the pet food segment. Where the opportunities lie and what consumers are waiting for.			
			Why food personalization will take off in Latin America	The personalized nutrition market is growing rapidly thanks to advances in diagnostics and the rise of the increasingly health-conscious consumer. Learn how companies are adapting and what options they are offering consumers.			
			More automation without crisis	Learn about the most susceptible areas for the implementation of automation technologies in a processing plant.			
			The New Age of Food Security is Here	FDA has urged companies to leverage technology and other tools to create a safer, more digital, traceable food system.			
Cyber threats	The food and beverage industry contains legacy systems that are starting to become connected and vulnerable. Learn the basic steps to protect your facility from these cyber threats.						
Industry 4.0	How to monetize the metaverse		The metaverse presents new marketing, communication and relationship opportunities between CPGs and consumers. NFT Foods.				



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Plant Based	Q3	Plant dominance	Beyond nuggets	Plant-based meat is taking on new forms. What impact is it having on consumers and what opportunities does it bring for the segment?	101th issue Closing Dates: August 17, 2023 Distribution Print: October 27, 2023	3 digital newsletters (Distributed one per month)	<ul style="list-style-type: none"> • Fispal tecnología San Pablo, Brazil, June, 2023 • IFT First Chicago, USA, July 10-13, 2023 • FI Food Ingredients South America, San Pablo, Brazil, August, 2023 • Expo IAlimentos 2023 Bogotá, Colombia. • The Food Tech Summit Mexico City, MX, September, 2023
Audits			The plant-based beverage boom: is there a ceiling in sight?	The growth rate of grain and vegetable beverages is outpacing that of meat analogs. Where are developments going and what ingredients are being used to increase their nutritional contribution?			
Sugar and salt substitutes			Wooing flexitarians	How to make herbal products better for consumer reception?			
Foodtechs			Ways to promote plant-based products in supermarkets	The distribution and shelf categories where plant-based products are displayed are key to reaching new consumers.			
Expo IAlimentos			Dairy product suppliers are entering the plant based cheese market	The plant-based trend has arrived to compete with dairy products. How well are they being received and what are the barriers they will have to break down?			
Packaging	Q4	Food and beverages, vehicles for health and wellness	Precision fermentation	This promising technology is attracting the attention of investors and emerging companies. What is its true reach?	102th issue Closing Dates: October 26, 2023 Distribution Print: January 11, 2023	3 digital newsletters (Distributed one per month)	<ul style="list-style-type: none"> • Anuga 2023 Colonia, Germany, October 7-11, 2023 • Process Expo Chicago, USA, October 23-25, 2023 • Expoalimentaria 2023 Lima, Perú, November, 2023
			AFood and beverages as prescription	Demand for foods and beverages that are allies for health and the immune system.			
			The age of substitution	ESweeteners in focus: from allulose to stevia			
			Breaking the CBD and THC taboo	Does demand and regulation in the use of CBD and THC present a promising outlook for their inclusion as ingredients in the region?			
			The continuation of the indulgence	What formulas are companies finding to close the gaps between health and pleasure?			
	Assessing the impact of etiquette regulations in Latin America: Did they succeed?	The new warning labels are having a positive impact on the elimination of non-communicable diseases.					
	The consumer of today and tomorrow	Gen Z is poised to take over. How should CPGs adapt to this generational shift?					
	Global flavors	Outline of international flavor trends that are entering the Latin American market and how suppliers are responding.					
	Sensory evaluation	Latest technologies for measuring product sensory experience					



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